

ABSTRACT OF THE DISCLOSURE

When applying sustain pulses to each discharge cell in a gas discharge panel, a pulse of the opposite polarity is briefly applied immediately before the leading edge of each sustain pulse. Or, the absolute voltage of each sustain pulse is set higher during a certain period from the leading edge of the sustain pulse than during a period from the lapse of the certain period to the trailing edge of the sustain pulse, and a pulse of the opposite polarity is briefly applied immediately after the trailing edge of the sustain pulse. As a result, discharge delays during a discharge sustain period are suppressed to improve image quality, and reactive currents are reduced to improve luminous efficiency.